

**Department of Commerce**  
**Certificate Course in Digital Marketing**

**Course Content**

Sl. No.	Topic
1	<b>Introduction to Marketing-</b> Meaning, importance, Consumer Behaviour, Marketing Mix, The modern digital consumer, Introduction to Digital Marketing
2	<b>E-commerce and Internet Marketing-</b> Online Consumer, CRM in virtual world, Online Branding and E-commerce
3	<b>Digital Channels I-</b> SEO, Content Marketing, E-mail, Viral and Affiliate marketing
4	<b>Digital Channels II-</b> Social Media Marketing, Mobile Marketing, Google Ads, You Tube.
5	<b>Digital Innovation and Trends-</b> Contemporary Digital Revolution, Digital innovation in Marketing, Cost effectiveness of Digital strategies.
6	<b>Digital Transformation-</b> Digital leadership, Online P.R. Management, Digital transformation framework.

7	<b>Digital Marketing Analytics-</b> Digital Marketing Effectiveness, Google Analytics and Advertising Effectiveness
8	<b>Future of Marketing-</b> Gamification and Game based marketing, App based marketing, Examples.
9	<b>Issues in Digital Marketing-</b> Privacy/ Privatization issues, Privacy invasion, Mechanism for addressing these issues.
10	<b>Digital Security-</b> Dimensions for Cyber security, cyber crime, Major cyber security tools.